

Message Text

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PAGE 01 STOCKH 01360 290719Z

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TAGS: BEXP, BTRA, SW

SUBJECT: IN-STORE PROMOTIONS: AB NORDISKA KOMPANIET NK

FOR BIC/OIM/SAD:CEJOHNSON

REF: 1. STATE 041617; 2. STOCKHOLM 1004; 3. JOHNSON TELECON
MARCH 25.

1. EMBASSY ISSUED LETTER OF INTENT TO NK MARCH 26, 1974 PER
AUTHORITY REFTEL (ONE) TAKING CAREFUL NOTE OF CAVEAT ON FUNDING
PER PARAGRAPH THREE.

2. LETTER HAND DELIVERED TO PER KALEN ON MARCH 27 AND COMMENTS/
RESPONSES TO QUESTIONS RAISED PER TELECON AS FOLLOWS:

A. ITINERARY (KARLEN AND KARLSTROMCEMAINS AS OUTLINED REFTEL
(TWL)

B. NEW YORK PORTION VERY FULL WITH ARRIVAL EVENING TUESDAY
APRIL 16; DEPARTURE FOR NORTH CAROLINA SATURDAY MORNING APRIL 20
ON/ABOUT 10:00 HOURS; NEW YORK PROGRAM INCLUDES 1/2 DAY
BLOOMINGDALES FOR MARKETING/PROGRAMS REVIEW; ONE DAY WITH
FIELDCREST; ONE DAY WITH KNOLL INTERNATIONAL; THEREFORE
MAY BE POSSIBLE PROGRAM APPOINTMENTS AROUND THESE;

C. NORTH CAROLINA PROGRAM COMPLETELY OPEN AND VISITORS WILL
APPRECIATE APPROPRIATE COURTESIES/PROGRAMS;

D. KANSAS CITY COMPLETELY BOOKED WITH HALLMARK AND FOR PROGRAM
AT CROWN CENTER;

E. LOS ANGELES PROGRAM SUBSTANTIALLY OPEN ALTHOUGH APPARENTLY
VISITORS HAVE RECEIVED NUMBER INQUIRIES FROM US SOURCES OVER

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PAGE 02 STOCKH 01360 290719Z

TIME WHICH MAY BE CHECKED OUT BY THEM; HOWEVER, WOULD APPRECIATE

FILL-INS;

F CHICAGO PROGRAM QUITE FULL WITH VISITS MARCHALL FIELD AND CARSON PIERRE AND SCOTT; MCGREGOR FOR GOLF EQUIPMENT; ONE HALF DAY APRIL 29 NOW COMPLETELY OPEN.

3. RE THEMES/INTERESTS: THESE ARE SIX (6) OVER SIX WEEK PERIOD FOR IN-STORE PROMOTIONS SPRING 1975; THEY ARE;
A. LEISURE TIME; B. BATH ROOMS (DECORATIVE/TRIMMINGS/LUXURY ITEMS - NOT SANITATION EQUIPMENT); C. GARDENS/LAWNS (THIS MAIN INTEREST NORTH CAROLINA FOR CASUAL/LIGHT WEIGHT AND ALL-EATHER FURNITURE FOR USE AS WELL IN SWEDEISH "STUGAS" (SUMMER HOMES); D. GOLF (CLOTHING AND SPORT-RELATED EQUIPMENT); E. FURNITURE; F. SPORTS WEAR.

4. FYI (CONFIDENTIAL BASIS ONLY) KALEN AS DEPARTMENT HEAD WITH KARLSTROM ON MARKETING PROGRAMS WILL HAVE ORDER BOOKS WITH THEM. WITHIN SIX THEMES ABOVE, THEY CAN ENVISAGE QUARTER MILLION DOLLAR RANGE PURCHASES IN EACH SHOULD, REPEAT SHOULD THEY FIND WHAT THEY WANT DURING TRIP. IN THE MAIN, THEY WILL RETURN FOR STORE-WIDE BUYERS CONFERENCES LOOKING TOWARD SERIES PROMOTIONS IN NK DIVISION IN SPRING 1975 WHICH INCLUDES FIVE TO SEVEN MAIN STORES AND NEW BRA STORES OF WHICH THERE ARE NOW EIGHT.

5. KALEN VERY CIRCUMSPECT AND WILLING MAKE ANY PREDICTIONS ABOUT VOLUME OF PURCHASE QIV WILL LARGELY BE MADE BY THEIR BUYERS BASED ON KALEN/KARLSTROM FINDINGS.

6. WE HAVE BEEN PROMISED DE-BRIEFING UPON THEIR RETURN AND UPON COMPLETION THEIR POST-TRIP BUYERS CONFERENCES. WE WILL REPORT AT THAT TIME. MEANWHILE, WILL APPRECIATE YOUR ASSISTANCE AS APPROPRIATE.
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